

REMARKS

This is in response to the Office Action dated May 12, 2005. New claims 32-33 have been added. Thus, claims 1-33 are now pending.

Claims 29-31 stand rejected under 35 U.S.C. Section 112, second paragraph. Claims 29-31 have been amended herein, in order to address and resolve any potential issue in this respect. Thus, it is respectfully requested that the Section 112 rejections be withdrawn.

Claim 1 stands rejected under 35 U.S.C. Section 102(e) as being allegedly anticipated by Lee. This Section 102(e) rejection is respectfully traversed for at least the following reasons.

Claim 1 requires “extracting means for extracting a referring URL (Uniform Resource Locator) from a request header for a data file wherein the referring URL is of a higher hierarchal level than is a URL of a referred-to hyperlinked page of the request header, the request header outputted to the network from the specific client computer; reference information storing means for storing the thus extracted referring URL of the higher hierarchal level as reference information; counting means for counting the reference information to obtain a total number of times references made for each referring URL so that the number of references by the URL of the higher hierarchal level is counted and the number of times that a particular URL is used as a referrer to refer a client to other data file(s)/site(s) is counted.” Lee fails to disclose or suggest at least these underlined aspects of claim 1.

Fig. 7 of Lee illustrates that a counter is used for counting the number of occurrences of certain events as they relate to certain objects (e.g., col. 11, lines 11-20). Examples of things that are counted by the counter in Lee are hyperlink impressions, Web page impressions, shopping cart impressions, hyperlink click-throughs, shopping cart drops, and purchases (col. 12, lines 14-45). While Lee does disclose counting the number of impressions, shopping cart impressions,

hyperlink click-throughs, shopping cart drops, and purchases, Lee does not disclose or suggest counting the number of times a particular URL page is used as a *referrer* to refer a client to other data file(s)/site(s).

In contrast with Lee, in certain example embodiments of this invention in a case where the URL of a lower hierarchal level hyperlinked to a certain page (referring page) is accessed, a URL of the referring page (e.g., a URL of a higher hierarchal level with respect to the hyperlinked URL) is counted. Lee simply fails to disclose or suggest this feature of the invention of claim 1.

The other independent claims define over Lee in a similar manner.

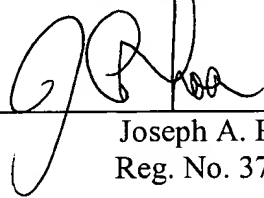
Claims 32 and 33 requires that the referring URL is a referrer regulated by a TCP/IT protocol, and by HTTP 1.0 specifications of the TCP/IT protocol, respectively. The cited art fails to disclose or suggest the respective inventions of these two claims.

For at least the foregoing reasons, it is respectfully requested that all rejections be withdrawn. All claims are in condition for allowance. If any minor matter remains to be resolved, the Examiner is invited to telephone the undersigned with regard to the same.

Respectfully submitted,

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